



GRETCHEN GORDON

Sales Transformation Expert | Speaker | Author | Sales Consultant to Private Equity
President, Braveheart Sales Performance

Using a powerful combination of **humor, storytelling** and **practical advice**, Gretchen's dynamic keynote presentations and breakout sessions provide valuable insight for Equity Investors to help set a course to transform their sales teams from underperforming to outperforming expectations.

"I connected with Gretchen because she isn't like other sales consultants who are "naturals". I believe her data-driven approach will help everyone on our sales team maximize their potential."

Gretchen Gordon is a former lender where she provided debt alongside Private Equity investors for several years. She is, therefore, laser focused on achieving an appropriate ROI for her clients. She understands both the art AND science of selling to produce results and shares this knowledge with her audiences.

Gretchen is not your typical sales consultant in that she was not a natural born salesperson, but she learned and became a superstar. Because she hated sales when she began, she brings a unique perspective on how to combine process, people and data to get the most out of every component of a sales team. She founded Braveheart Sales Performance to help solve sales problems for middle market businesses after a long career excelling in sales and sales leadership.

"Gretchen understands Private Equity and the need for ROI."

Book Gretchen for your next event—she will customize content to your audience and industry.

Gretchen's dynamic keynote presentations and breakout sessions connect immediately with equity investors and owners. She uses a powerful combination of humor, storytelling and practical advice to help owners and executives understand how to transform their sales teams from underperforming to outperforming expectations.

A published author of one of the Top 50 Sales Management Blogs and multiple eBooks including *Sales Hiring: Get It Right from the Start* and *The 5 Essentials of Effective Sales Management*. Gretchen's down-to-earth sales acceleration messages have appeared in *Selling Power*, *SDM Magazine* and *Security Info Watch*. She has hosted a webcast series on *Winning Sales Strategies*, and also been a guest on radio talk shows, including "Meet the Sales Experts" and "Sales Coaching over Coffee, and a wide variety of sales podcasts.

Gretchen's Dynamic Message Has Been Shared with a Wide Variety of Audiences

- RevItUp – Sales Leadership Summit
- Young Presidents Organization (YPO)
- Vistage
- Renaissance Executive Forum
- Electronic Security Expo (ESX)
- National Association of Women Business Owners (NAWBO)
- Electronic Security & Technology Association (ESTA)
- Women's Presidents Organization (WPO)
- CEO Sales and Growth Forum

"After a couple hours with Gretchen, I knew exactly what I had to do to turn our sales around."

Gretchen's Most Popular Speaking Topics Include:

- How to Upgrade Your Sales Force
- Capitalize on Trends That Are Redefining Selling
- Winning Sales Strategies
- Understanding DNA Differences: Sales vs. Sales Leadership
- Why Sales Teams Don't Perform & What to Do About It
- How to Hire a Sales Superstar
- One-Two Punch of Sales & Finance to Grow your Company's Value
- Motivating Millennials